

Neifeld Docket No: PIP-69B-KATZ

Application/Patent No: 09/828,122

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File/Issue Date: 4/9/2001

Inventor/Title: Katz/Paid Promotion Architecture

Examiner/ArtUnit: Rhetta/3622

ENTITY STATUS: Large

Date Appeal Filed: August 20, 2009

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ASSISTANT COMMISSIONER FOR PATENTS

ALEXANDRIA, VA 22213-1450

37 CFR 41.8(a)(1) NOTICE OF REAL PARTY IN INTEREST

37 CFR 41.8 states:

§ 41.8 Mandatory notices.

(a) In an appeal brief (§§ 41.37, 41.67, or 41.68) or at the initiation of a contested case (§ 41.101), and within 20 days of any change during the proceeding, a party must identify:

(1) Its real party-in-interest, and ...

The Appellant recently determined that the 37 CFR 41.37 Real Party in Interest in the pending appeal brief requires revision. The 37 CFR 41.37 Real Party in Interest, as revised, is: "The real parties in interest are Catalina Marketing Corporation, a Delaware corporation, and Hellman & Friedman LLC, a California LLC." Please note this revision.

Respectfully,

Date: 11/22/2010

/BruceMargulies#64,175/

Bruce Margulies, Reg. No. 64,175

Attorney of Record

Printed: November 22, 2010

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